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A Century of Graphic Design is a vital survey of the development of twentieth-century graphic design, with an accessible, appealing approach, and as an in-depth review of the most influential graphic designers of the century, A Century of Graphic Design is an invaluable sourcebook for both students and graphic design enthusiasts alike.

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Behrens's work for AEG was a harbinger of a major area of graphic design in the second half of the 20th

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century: the creation of a corporate identity through a program using trademarks, typefaces, formats, and colour in a consistent, controlled manner. Logo for AEG (Allgemeine Elektrizitäts-Gesellschaft), designed by Peter Behrens, 1907.

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Early printing and graphic design. While the creation of manuscripts led to such high points in graphic design, the art and practice of graphic design truly blossomed with the development of printmaking technologies such as movable type. Antecedents of these developments occurred in China, where the use of woodblock, or relief, printing, was developed

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A comprehensive study of the evolution of Dutch graphic design from 1890 to the present, complete with 550 color plates that reflect the range of styles and techniques employed in the production of books, posters, commercial printing, stamps, and more.

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Dutch Graphic Design | The MIT Press

It is too simple to suggest that Dutch graphic designers have an easy working life. The 'official anarchy 1 ' of the design scene is often romanticised, but like anywhere else, the country has its share of mediocre designers and conservative clients. One still has to fight for a good idea. However, the position of a

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graphic designer in the Netherlands remains very different from other ...

[Typotheque: Contemporary Dutch graphic design: an insider ...](#)

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